

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Carl Phillip Gusler

Serial Number: 10/821,134

Filed: April 8, 2004

For: SYSTEM AND METHOD FOR BRAND
NAME GIFT CARD EXCHANGE

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Group Art Unit: 2876

Examiner: Karl D. Freck

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

RESPONSE

In response to the Final Action mailed July 25, 2007 ("Final Action"), Applicant responds
as follows: